


# Formatting

## Text With HTML

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### Objectives

- ▶ Plan text formatting
- ▶ Create an ordered list
- ▶ Create an unordered list
- ▶ Format characters
- ▶ Control font selection
- ▶ Customize fonts
- ▶ Align text

Just as HTML allows you to include different kinds of text elements on your Web pages, it also enables you to determine the way text appears in the browser window. You can use tags to change text appearance by applying fonts and simple styles. Other tags modify the alignment of text in the browser window. Formatting the text in your Web pages can improve the organization of information and make it easier for users to find what interests them.  Grace Dekmejian works in the Information Systems department at Nomad Ltd, a travel and sporting goods company. Along with her co-workers, Grace is creating a company Web site. She wants to enhance the work she's done so far by formatting the text of the Web pages.



# Planning Text Formatting

Text formatting is a powerful tool for organizing the content on your Web pages and making it easier for users to navigate. Because HTML was not originally designed to format text in complex ways, you cannot easily add all the text features to a Web page that you might if you created the page in a word processor. However, HTML does include several tags and tag pairs that allow you to add basic and useful text formatting to your Web pages. Figure B-1 shows a sample page that uses several of these formats.  Grace reviews the formats that she wants to use for the Nomad Ltd Web site:

## Details



### Lists

HTML includes tags to automatically format several types of lists. The most commonly used lists include ordered and unordered lists. By surrounding a set of list items with the appropriate tag pair, you can format an ordered list, in which the items automatically appear with sequential numbers. The same method allows you to create an unordered list, where a bullet character appears in place of the number next to each item. Grace thinks the list of links on the Web page would stand out more clearly by using one of the list formats.



### Character Styles

The three standard character styles—bold, italic, and underline—have their own tag pairs in HTML. Both bold and italic are useful tools for setting apart words or areas of text. However, because the default format for links includes underlining, use of this tag set to format unlinked text generally causes confusion for users. Grace wants to use bold and italic to format several short phrases on her Web page.



### Fonts

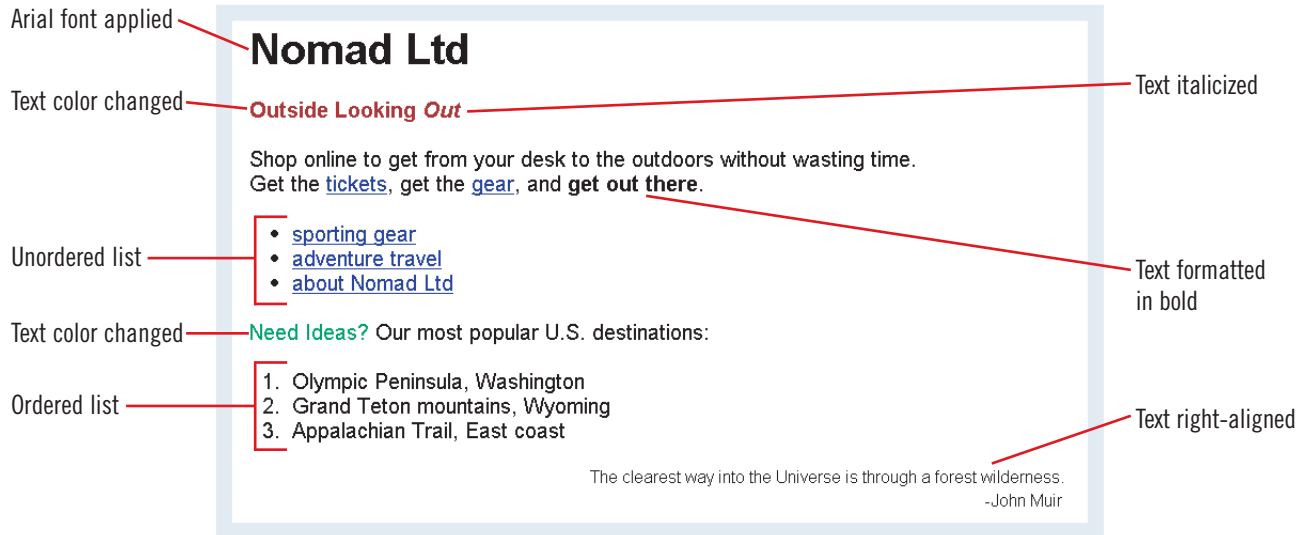
HTML includes a tag pair for changing the font style in blocks of text. This tag pair has some limitations, but when used appropriately offers another avenue for customizing the way your Web pages appear to users. Grace plans to experiment with font style to see how her page appears in fonts other than the default font of the browser; she also will change the font color and size in parts of her page.



### Alignment

By default, Web page text is aligned along the left edge of the browser window. HTML's alternate alignment options for blocks of text offer you yet another utility in your Web page design toolbox. Grace thinks changing the alignment of certain text on the Nomad Ltd Web page will help separate the page into distinct, easily recognizable sections.

FIGURE B-1: Web page incorporating text formatting



## Guidelines for Web page formatting

Using text formats in moderation can make your Web pages easier to use. However, keep in mind that the overuse of text formatting can have an opposite effect, making a Web page more difficult to understand and navigate. When reading, we all use differences in fonts as clues that the blocks of text contain different types of information. Creating too many varieties of text on a single page requires more work from the reader to understand how different elements

of information on the Web page are related. This difficulty and confusion may be enough of a discouragement to cause a potential user to close your Web page without reading it. Additionally, Web users tend to scan text rather than read it, so the presentation is even more important in this medium. By keeping blocks of text small, and choosing just two or three fonts and colors to use throughout each page, you can make your Web pages inviting and easy to use.



# Creating Ordered Lists

One of the keys to an effective online layout is to divide text into small pieces that a user can easily digest. HTML's list formats provide an easy avenue for keeping your pages Web friendly. An ordered list, which uses the tags explained in Table B-1, is an ideal format for steps, rankings, and other sets of information for which order is important. ✂ The marketing department suggested some text to add to the Nomad Ltd Web page. Grace incorporated these ideas, and the document now includes a list of the most popular travel destinations among Nomad customers. Grace recognizes that she can easily format this list by using HTML's ordered list tags.

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### QuickTip

While no closing tag is required for a list item, you may find it helpful to add the optional tag `</LI>` at the end of long entries; this can make your Web page code easier to understand.

1. Start your text editor program, open the file **HTM B-1.htm**, then save it as a text document with the filename **nomad-b.htm**
2. Locate the line containing the text "Need Ideas?" in the second half of the document, select the **<BR>** tag on the next line, press **[Delete]**, then type **<OL>**  
The **<OL>** tag marks the start of an ordered list. Most HTML tags are abbreviations; OL is short for Ordered List.
3. Move the insertion point to the left of the word **Olympic** at the beginning of the following line, press **[Spacebar]** twice, then type **<LI>**  
The **<LI>** tag marks the text that follows it as a list item. Grace adds two spaces before the list item to indent it. This makes it stand out from the surrounding lines of code, and makes it clear to anyone reading the HTML that the list items are enclosed within another set of tags.
4. Select the **<BR>** tag in the line that follows, then press **[Delete]** twice  
**<BR>** tags aren't necessary in lists. Each list item automatically starts on a new line.
5. Make sure the insertion point is to the left of the word **Grand**, press **[Spacebar]** twice, then type **<LI>**
6. Repeat Steps 4 and 5 to remove the final **<BR>** tag in the list, and to mark the line beginning with **Appalachian** as a list item
7. Move the insertion point to the end of the last list item, to the right of the word **coast**, press **[Enter]**, then type **</OL>**  
Your document should resemble the one shown in Figure B-2.
8. Save your work, start your Web browser, cancel any dial-up activities, then open the file **nomad-b.htm**  
The three items appear numbered sequentially, as shown in Figure B-3.
9. Click the **text editor program button** on the taskbar

TABLE B-1: HTML tags for creating an ordered list

name	tags	location	example
Ordered List	<code>&lt;OL&gt;...&lt;/OL&gt;</code>	Surround all the items that are part of an ordered list	<code>&lt;OL&gt;</code> <code>&lt;LI&gt;Item 1</code> <code>&lt;LI&gt;Item 2</code> <code>&lt;LI&gt;Item 3</code> <code>&lt;/OL&gt;</code>
List Item	<code>&lt;LI&gt;</code>	Marks the beginning of each item in an ordered list; no closing tag is required	<code>&lt;LI&gt;Item 1</code> <code>&lt;LI&gt;Item 2</code> <code>&lt;LI&gt;Item 3</code>

FIGURE B-2: HTML document containing code for ordered list

```
<BR>
<A HREF="construction.htm">adventure travel</A>
<BR>
<A HREF="construction.htm">about Nomad Ltd</A>

<P>Need Ideas? Our most popular U.S. destinations:
<OL>
  <LI>Olympic Peninsula, Washington
  <LI>Grand Teton mountains, Wyoming
  <LI>Appalachian Trail, East coast
</OL>

<P>The clearest way into the Universe is through a forest
wilderness.
<BR>
-John Muir

</BODY>
```

<LI> tags mark items within list

<OL>..</OL> tag pair marks start and end of ordered list format

FIGURE B-3: Web page containing ordered list

**Nomad Ltd**

**Outside Looking Out**

Shop online to get from your desk to the outdoors without wasting time.  
Get the [tickets](#), get the [gear](#), and get out there.

[sporting gear](#)  
[adventure travel](#)  
[about Nomad Ltd](#)

Need Ideas? Our most popular U.S. destinations:

1. Olympic Peninsula, Washington
2. Grand Teton mountains, Wyoming
3. Appalachian Trail, East coast

The clearest way into the Universe is through a forest wilderness.  
-John Muir

Numbers appear next to list items



## Customizing list numbering

When you format an ordered list using the `<OL>..</OL>` tag pair and `<LI>` tags, a browser displays each item numbered sequentially beginning with 1. However, the `<OL>` tag can be modified by two attributes that customize the characters that appear. Instead of displaying numbers, you can set the `TYPE` attribute to “a” for lowercase letters, “A” for uppercase letters, “i” for lowercase Roman numerals,

or “I” for uppercase Roman numerals. If you want the numbering or lettering to start with a value other than the first (such as 1 or A), set the `START` attribute equal to the numerical equivalent of the starting value. For example, to format a numbered list with lowercase letters starting with d (the fourth letter), the opening tag would read `<OL TYPE=“a” START=“4”>`.



# Creating Unordered Lists

Like an ordered list, an unordered list is a simple way to divide Web page text into smaller portions. While the items in an ordered list are numbered in order, an unordered list appears with a bullet icon next to each item. This format works well for listing sets of ideas when each item is equally important and order doesn't matter. Table B-2 explains the HTML tags used to create an unordered list. ✂ The Nomad Ltd Web page that Grace created already contains a list of three links. She thinks that formatting the links with the unordered list format will help users quickly recognize the links as a set of related information.

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1. In your text editor, locate the line of text ending with "out there", select the **<P> tag** at the start of the line below it, then press **[Delete]**  
Formatting this section as a bulleted list makes the **<P>** tag unnecessary.
2. Type **<UL>** then press **[Enter]**  
**<UL>** is the opening tag for an unordered list.
3. Make sure the insertion point is to the left of the first **<A> tag**, press **[Spacebar]** twice, then type **<LI>**  
Just as in an ordered list, **<LI>** marks the text that follows as a list item, and does not require a closing tag.
4. Select the **<BR> tag** in the line that follows, then press **[Delete]** twice
5. Make sure the insertion point is to the left of the second **<A> tag**, press **[Spacebar]** twice, then type **<LI>**
6. Repeat Steps 4 and 5 to remove the final **<BR> tag** in the list, and to mark the third line beginning with the **"</A> tag"** as a list item
7. Move the insertion point to the end of the last list item, to the right of the third closing **</A> tag**, press **[Enter]**, then type **</UL>**  
Your document should resemble the one shown in Figure B-4.
8. Save your work, click the **browser program button** in the taskbar, then reload **nomad-b.htm**  
The three links are indented, and each is preceded by a circular bullet character, as shown in Figure B-5.
9. Click the **text editor program button** on the taskbar

TABLE B-2: HTML tags for creating an unordered list

tag(s)	description	example
<b>&lt;UL&gt;..&lt;/UL&gt;</b>	Surround all the items that are part of an unordered list	<pre>&lt;UL&gt; &lt;LI&gt;Item 1 &lt;LI&gt;Item 2 &lt;LI&gt;Item 3 &lt;/UL&gt;</pre>
<b>&lt;LI&gt;</b>	Marks the beginning of each item in an unordered list; no closing tag is required	<pre>&lt;LI&gt;Item 1 &lt;LI&gt;Item 2 &lt;LI&gt;Item 3</pre>

FIGURE B-4: HTML document containing code for unordered list

```
</HEAD>

<BODY>
<H1>Nomad Ltd</H1>
<H4>Outside Looking Out</H4>

Shop online to get from your desk to the outdoors without
wasting time.
<BR>
Get the <A HREF="construction.htm">tickets</A>, get the
<A HREF="construction.htm">gear</A>, and get out there.

<UL>
<LI><A HREF="construction.htm">sporting gear</A>
<LI><A HREF="construction.htm">adventure travel</A>
<LI><A HREF="construction.htm">about Nomad Ltd</A>
</UL>

<P>Need Ideas? Our most popular U.S. destinations:
```

<LI> tags mark items within list

<UL>..</UL> tag pair marks start and end of unordered list format

FIGURE B-5: Links formatted as unordered list

## Nomad Ltd

### Outside Looking Out

Shop online to get from your desk to the outdoors without wasting time.  
Get the [tickets](#), get the [gear](#), and get out there.

- [sporting gear](#)
- [adventure travel](#)
- [about Nomad Ltd](#)

Need Ideas? Our most popular U.S. destinations:

1. Olympic Peninsula, Washington
2. Grand Teton mountains, Wyoming
3. Appalachian Trail, East coast

Bullets appear next to list items



## Other list types

In addition to ordered and unordered lists, HTML includes code for formatting several other list types. In practice, however, only one other is commonly used: the definition list. You use the `<DL>..</DL>` tag pair to format items as a definition list, which does not add icons such as bullets or numbers to list items. Instead, each item is divided into two parts, a term—marked with `<DT>`—and a definition—marked with `<DD>`. The `<DT>` and `<DD>` tags, such as `<LI>`, do not require closing tags. As Figure B-6 shows, each definition appears indented below its associated term. This list format is useful

for glossaries or any other list that matches items with corresponding values.

FIGURE B-6: Web page containing definition list

```
E-mail
(Electronic Mail) -- Messages, usually text, sent from one person to another via computer.
E-mail can also be sent automatically to a large number of addresses (Mailing List).

See Also: Listserv, Mailist

Ethernet
A very common method of networking computers in a LAN. Ethernet will handle about
10,000,000 bits-per-second and can be used with almost any kind of computer.

See Also: Bandwidth, LAN
```

# Formatting Characters

Sometimes words or phrases on your Web pages need to stand out. In documents created in a word processor, this is most often accomplished using three standard formats: **bold**, *italic*, and underline. While you can easily add any of these formats to your Web page text, their use in HTML comes with some caveats. As you have learned, a link's default format in the browser includes underlining. Therefore, it's best not to underline unlinked text in a Web page, then you avoid confusing the users. Additionally, both bold and italic formatting can each be created by two different tag pairs. The most obvious choices—`<B>..</B>` for bold and `<I>..</I>` for italic—render these formats only visually on a browser. Because some Web users require different interfaces—for example, audio devices that read Web content to visually impaired people—using the alternate tags `<STRONG>` for bold and `<EM>` for italic is preferable. Table B-3 summarizes the tags available for character formatting. Grace is cautious about overusing different formats on her page, which might distract the user from the page's focus. However, she has identified two small sections where extra formatting would provide a needed contrast. She decides to apply bold and italic format using the alternate tags, to ensure that the Nomad Ltd page is accessible to the widest possible audience.

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1. In your text editor, locate the line formatted with the "`<H4>..</H4>` tag pair", near the top of the page
2. Click to the left of the third word, **Out**, then type `<EM>`  
`<EM>` marks the beginning of a word Grace wants to italicize.
3. Move the insertion point to the right of the word **Out**, making sure it is to the left of the `</H4>` tag, then type `</EM>`
4. Locate the line of text that starts with "Get the", move the insertion point to the left of the **g** in the phrase "get out there" at the end of the sentence, then type `<STRONG>`
5. Move the insertion point to the left of the **period** at the end of the sentence, then type `</STRONG>`  
The phrase "get out there" at the end of the sentence will appear in boldface in the browser. Your document should resemble the one shown in Figure B-7.
6. Save your work, click the **browser program button** on the taskbar, then reload **nomad-b.htm**  
As shown in Figure B-8, the word "Out" in the company's slogan appears italicized, and the phrase "get out there" appears in boldface.
7. Click the **text editor program button** on the taskbar

### Trouble?

The end of this sentence may wrap to a second line.



FIGURE B-7: HTML document containing bold and italic tags

```
</HEAD>

<BODY>
<H1>Nomad Ltd</H1>
<H4>Outside Looking <EM>Out</EM></H4>

Shop online to get from your desk to the outdoors without
wasting time.
<BR>
Get the <A HREF="construction.htm">tickets</A>, get the
<A HREF="construction.htm">gear</A>, and <STRONG>get out
there</STRONG>.

<UL>
<LI><A HREF="construction.htm">sporting gear</A>
<LI><A HREF="construction.htm">adventure travel</A>
<LI><A HREF="construction.htm">about Nomad Ltd</A>
</UL>
```

Tag pair marks text as italic

Tag pair marks text as bold

FIGURE B-8: Web page displaying bold and italic formats

# Nomad Ltd

## Outside Looking *Out*

Shop online to get from your desk to the outdoors without wasting time.  
Get the [tickets](#), get the [gear](#), and **get out there**.

- [sporting gear](#)
- [adventure travel](#)
- [about Nomad Ltd](#)

Need Ideas? Our most popular U.S. destinations:

- Olympic Peninsula, Washington
- Grand Teton mountains, Wyoming
- Appalachian Trail, East coast

The clearest way into the Universe is through a forest wilderness.  
-John Muir

Text marked by <EM>..<</EM> tag pair appears in italic

Text marked by <STRONG>..<</STRONG> tag pair appears in bold

TABLE B-3: HTML text-formatting tags

name	tag(s)	function	notes
Underlined text	<U>..<</U>	adds underline format to text	avoid using; may be confused with linked text
Boldface text	<B>..<</B>	adds bold format to text	applies to visual format only; use <STRONG>..<</STRONG> instead to allow widest accessibility
Italicized text	<I>..<</I>	adds italic format to text	applies to visual format only; use <EM>..<</EM> instead to allow widest accessibility
Strong text	<STRONG>..<</STRONG>	marks text as strong; interpreted by browsers as bold	interpretable by different Web interfaces; use instead of <B>..<</B>
Emphasized text	<EM>..<</EM>	marks text as emphasized; interpreted by browsers as italic	interpretable by different Web interfaces; use instead of <I>..<</I>

# Controlling Font Selection

So far, you have used several text-formatting features to change the characteristics of small sections of text. HTML also allows you to alter text appearance more fundamentally, and on larger areas of the page. One tool for customizing the basic appearance of Web page text is the `<FONT>..</FONT>` tag pair. The opening tag can be modified with several different attributes including `FACE`, which changes the font in which text appears. Grace is used to working with different fonts in a word processor, and wants to see how the Nomad Ltd Web page would look in another font.

## Steps 1234

1. In your text editor, move the insertion point to the right of the `<BODY>` tag near the top of the document, then press **[Enter]**
2. Type `<FONT FACE="arial, helvetica, sans serif">`, then press **[Enter]**  
Although you can specify any font name as the `FACE` for the marked section, a user's browser can change the default font only if the replacement font is installed on the user's computer. Thus, it's wisest to use fonts that are commonly available. `FACE` also allows you to specify multiple fonts; the browser checks if the first one is available, and if not, checks the next, and so on. Because certain fonts are more commonly used in different operating systems, Grace lists a similar-looking font used in three operating systems: arial (Windows), helvetica (Macintosh), and sans serif (UNIX).
3. Click in the empty line above the `</BODY>` tag near the end of the document, press **[Enter]**, then type `</FONT>`  
The opening and closing font tags surround all of the text in your Web page. Your document should resemble the one shown in Figure B-9.
4. Save your work, click the **browser program button** on the taskbar, then reload **nomad-b.htm**  
All the text on the page now appears in Arial font, as shown in Figure B-10.
5. Click the **text editor program button** on the taskbar



### Serif and Sans Serif Fonts

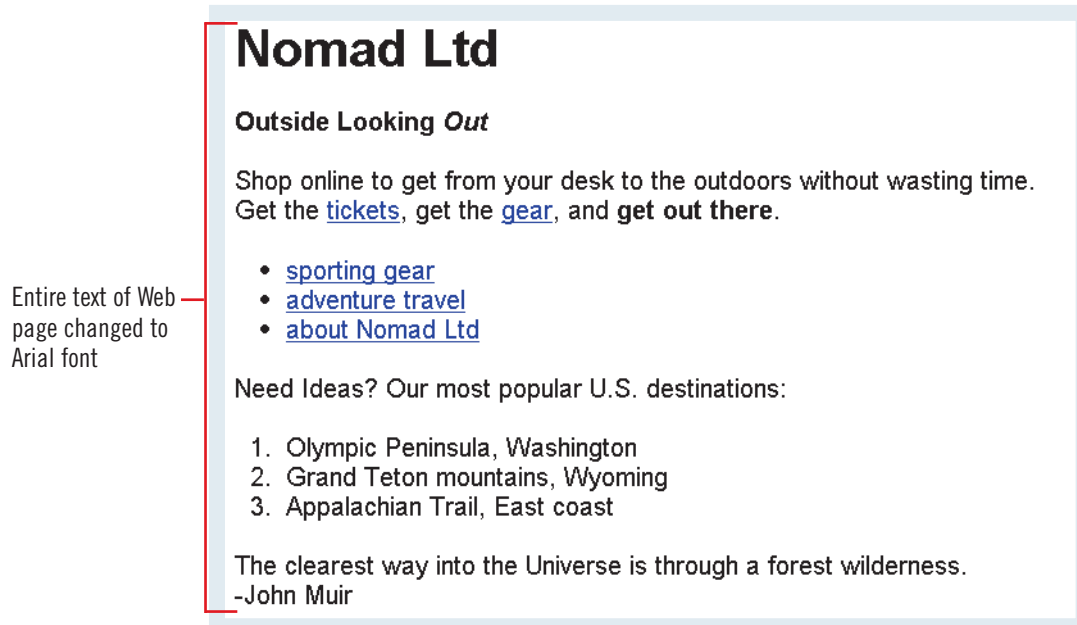
While thousands of fonts exist, each falls into one of two categories: serif or sans serif. **Serif** fonts take their name from the decorative tails at the ends of the lines that make up each letter. The text you are reading is set in a serif font. **Sans serif** literally means "without serifs;" fonts in this group do not have decorative tails. The title of this Clues to Use section is in a sans serif font. In traditional print media, large blocks of text are easier to read in a serif font, while titles and smaller bits of text use sans serif fonts.

However, Web users read text on a brightly lit screen, instead of in print. Therefore, traditional font rules are not totally applicable to the Web. A consensus seems to be growing among Web designers that sans serif text is easier to read on a computer screen. As you accumulate more experience designing Web pages, you can make your own decisions about how to use fonts. Until then, a sans serif font such as Arial or Helvetica is generally an excellent choice for Web pages.

FIGURE B-9: HTML document containing font tags



FIGURE B-10: Nomad Ltd Web page in Arial font





# Customizing Fonts

The `<FONT>..</FONT>` tag pair allows you to change text format in several ways. In addition to changing the font itself with the `FACE` attribute, you can use the `COLOR` attribute to change text to a color other than black. You also can customize font appearance with the `SIZE` attribute, which changes the size of characters. Table B-4 summarizes the tags and attributes for working with fonts. ✂ Grace thinks that adding color to a few phrases on the Nomad Web page would make them stand out without being distracting.

## Steps 1234

### QuickTip

Hexadecimals use the numbers 0-9 and the letters A-F; therefore the character “0” always means the number zero, since the letter O is not used in this system.

1. In your text editor, move the insertion point to the right of the `<H4>` tag near the top of the document, just to the left of the text **Outside Looking**
2. Type `<FONT COLOR="#A52A2A">`  
Although you can use descriptive words for colors, such as “green” or “navy,” to specify a color for the `COLOR` attribute, using the numerical equivalent is a good habit to develop. These six-digit numbers, known as **hexadecimal equivalents**, or **hexadecimals**, tell the browser mathematically how to create the color you want. Hexadecimal equivalents also are interpretable by a wider range of browsers than are color names. Additionally, while all browsers treat hexadecimals the same, browsers may vary in how they display named colors. Grace wants her page to display as predictably as possible for all users of the Nomad Ltd Web page, so she looked up the hexadecimal equivalent of a medium brown color on the Web.
3. Move the insertion point to the left of the `</H4>` tag at the end of the line, just to the right of the `</EM>` tag, then type `</FONT>`
4. Move the insertion point to the left of the text **Need Ideas?** in the middle of the page, just to the right of the `<P>` tag, then type `<FONT COLOR="#238E68">`  
This is the hexadecimal equivalent of a medium green color, which Grace looked up in an online HTML reference on the Web. She chose two colors that work well together, and which enhance the outdoors theme of the page’s content.
5. Move the insertion point to the right of the **question mark** after the text **Need Ideas?**, then type `</FONT>`  
Figure B-11 shows the Web page code, including these two color changes.
6. Locate the line that begins “`<P>The clearest way`”, near the end of the document, move the insertion point to the right of the `<P>` tag, just to the left of the word **The**, then type `<FONT SIZE="-1">`  
Grace uses the `SIZE` attribute to format the quote in a font one size smaller than the Web page’s default font.
7. Move the insertion point to the end of the line that reads “-John Muir”, then type `</FONT>`  
Figure B-12 shows the source code for the font size change.
8. Save your work, click the **browser program button** on the taskbar, then reload **nomad-b.htm**  
As Figure B-13 shows, the text on Grace’s Web page now includes two font colors, and a variation in font size.
9. Click the **text editor program button** on the taskbar



### Customizing linked text

While allowing you to customize standard Web page text, HTML also includes special attributes to customize a page’s linked text. You can change the color of all the links in a Web page using the `LINK`, `VLINK`, and `ALINK` attributes of the opening `<BODY>` tag. `LINK` affects the color of links that have not been followed, which is blue by default. `VLINK` (short for

“viewed link”) specifies the color for links that were previously followed, which is purple by default. `ALINK` (short for “active link”) sets the color of links when they are clicked; the default color for these links is red. While the default colors work best in most situations, changing one or more link colors is useful for certain Web page designs.



FIGURE B-11: HTML document with font COLOR attributes

<FONT> tags to change text color to brown

```
<H1>Nomad Ltd</H1>
<H4><FONT COLOR="#A52A2A">Outside Looking
<EM>Out</EM></FONT></H4>

Shop online to get from your desk to the outdoors without
wasting time.
<BR>
Get the <A HREF="construction.htm">tickets</A>, get the
<A HREF="construction.htm">gear</A>, and <STRONG>get out
there</STRONG>.

<UL>
  <LI><A HREF="construction.htm">sporting gear</A>
  <LI><A HREF="construction.htm">adventure travel</A>
  <LI><A HREF="construction.htm">about Nomad Ltd</A>
</UL>

<P><FONT COLOR="#238E68">Need Ideas?</FONT> Our most
popular U.S. destinations:
```

<FONT> tags to change text color to green

FIGURE B-12: HTML document with font SIZE argument

<FONT> tags to decrease to next smaller size

```
<P><FONT SIZE="-1">The clearest way into the Universe is
through a forest wilderness.
<BR>
-John Muir</FONT>
```

FIGURE B-13: Nomad Ltd Web page with font color and size changes

New colors set with COLOR argument

# Nomad Ltd

## Outside Looking Out

Shop online to get from your desk to the outdoors without wasting time. Get the [tickets](#), get the [gear](#), and **get out there**.

- [sporting gear](#)
- [adventure travel](#)
- [about Nomad Ltd](#)

Need Ideas? Our most popular U.S. destinations:

- Olympic Peninsula, Washington
- Grand Teton mountains, Wyoming
- Appalachian Trail, East coast

Text size changed with SIZE attribute

The clearest way into the Universe is through a forest wilderness.  
-John Muir

TABLE B-4: HTML font formatting tags and attributes

tags	attribute	function	example
<FONT>.. </FONT>	FACE	changes font; may list several alternate fonts in order of preference	<FONT FACE="arial, helvetica, sans serif">This text appears in a different font than the surrounding text.</FONT>
	COLOR	changes text color; color can be specified as a name or six-digit number	<FONT COLOR="23238E">This text appears in navy blue.</FONT>
	SIZE	changes text size; specify a number between 1 (smallest) and 7 (largest), or use + or - plus a number for incremental changes from the default	<FONT SIZE="7">This text appears in the largest size available.</FONT> <FONT SIZE="+1">This text appears one size larger than the default text.</FONT>





# Aligning Text

In addition to the methods you've used to control what text looks like, HTML also provides some basic control over where text appears on the page. Common paragraph tags, including `<P>` and the heading tag pairs `<H1>..</H1> through <H6>..</H6>, support the ALIGN attribute. The default value for ALIGN is "left," meaning that each line of text is flush with the left edge of the browser window. Other valid settings are "right," which sets each line of text even with the right edge of the window, and "center," which centers each line between the two edges of the window. Recent browsers also support a value of "justify," which stretches each line of text so it's flush with both the left and right edges of the browser window. Table B-5 summarizes the ALIGN attribute. ✂ Grace wants to separate the quote at the bottom of the page from the other page items. She thinks that right alignment would accomplish this.`

## Steps 1234

1. In your text editor, locate the line beginning with "`<P><FONT SIZE=-1>`"The clearest way"
2. Move the insertion point immediately to the right of the letter **P** in the `<P>` tag
3. Press **[Spacebar]**, then type **`ALIGN="right"`**  
Your page should resemble the one shown in Figure B-14.
4. Save your work, click the **browser program button** on the taskbar, then reload **`nomad-b.htm`**  
As Figure B-15 shows, the quote at the bottom of the Web page now lines up with the right edge of the browser window.
5. Close your browser and text editor

TABLE B-5: HTML `ALIGN` attribute

tags	attribute	examples	results
<code>&lt;P&gt;</code> , <code>&lt;H1&gt;..<code>&lt;/H1&gt;</code> through <code>&lt;H6&gt;..<code>&lt;/H6&gt;</code></code></code>	ALIGN	<code>&lt;P ALIGN= "left"&gt;</code>	Jasper Barber started Nomad Ltd in 1987 as a single store in Boulder, Colorado.
		<code>&lt;P ALIGN= "right"&gt;</code>	Jasper Barber started Nomad Ltd in 1987 as a single store in Boulder, Colorado.
		<code>&lt;P ALIGN= "center"&gt;</code>	Jasper Barber started Nomad Ltd in 1987 as a single store in Boulder, Colorado.
		<code>&lt;P ALIGN= "justify"&gt;</code>	Jasper Barber started Nomad Ltd in 1987 as a single store in Boulder, Colorado.

FIGURE B-14: HTML document containing ALIGN attribute

ALIGN attribute  
lines up paragraph  
with right edge of  
browser window

```
</UL>

<P><FONT COLOR="#238E68">Need Ideas?</FONT> Our most
popular U.S. destinations:
<OL>
  <LI>Olympic Peninsula, Washington
  <LI>Grand Teton mountains, Wyoming
  <LI>Appalachian Trail, East coast
</OL>

<P ALIGN="right"><FONT SIZE="-1">The clearest way into
the Universe is through a forest wilderness.
<BR>
-John Muir</FONT>

</FONT>
</BODY>

</HTML>
```

FIGURE B-15: Nomad Ltd Web page containing right-aligned text

# Nomad Ltd

## Outside Looking Out

Shop online to get from your desk to the outdoors without wasting time.  
Get the [tickets](#), get the [gear](#), and **get out there**.

- [sporting gear](#)
- [adventure travel](#)
- [about Nomad Ltd](#)

Need Ideas? Our most popular U.S. destinations:

1. Olympic Peninsula, Washington
2. Grand Teton mountains, Wyoming
3. Appalachian Trail, East coast

The clearest way into the Universe is through a forest wilderness.  
-John Muir

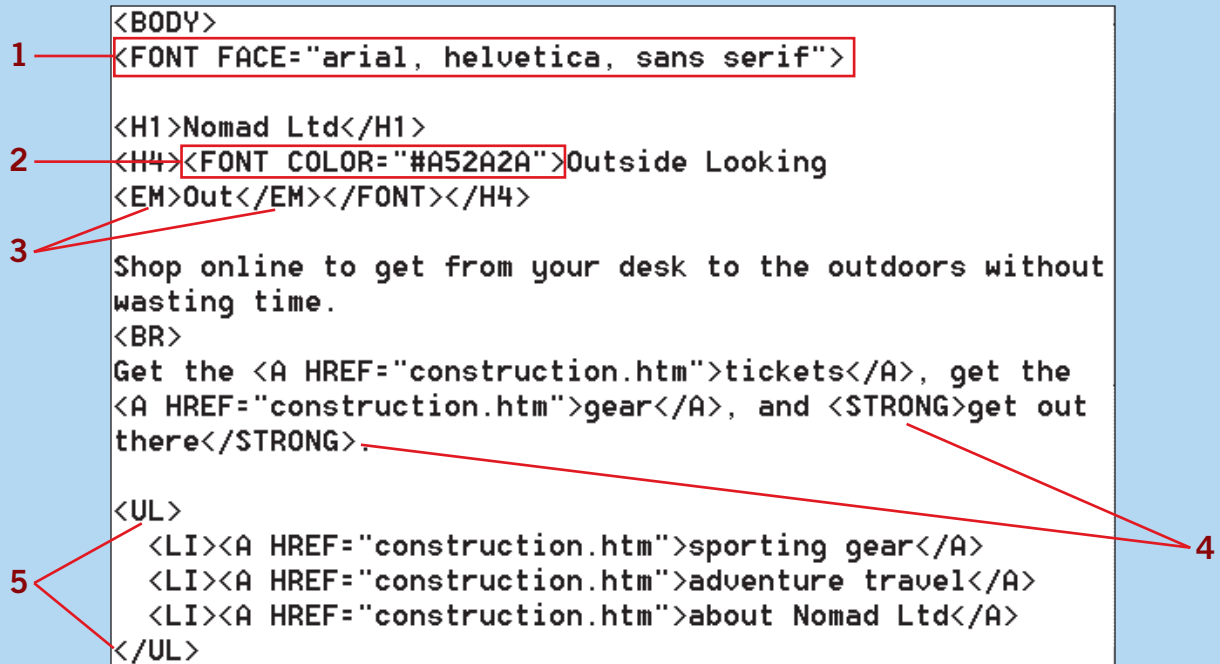
Text aligned  
with right  
edge of  
browser  
window

# Practice

## ► Concepts Review

Identify the function of each item labeled in Figure B-16.

FIGURE B-16



Match each attribute with the HTML tag it modifies (you may use each tag more than once).

- |          |           |
|----------|-----------|
| 6. COLOR | a. <FONT> |
| 7. ALIGN | b. <OL>   |
| 8. TYPE  | c. <P>    |
| 9. START |           |
| 10. FACE |           |
| 11. SIZE |           |

Select the best answer from the list of choices.

12. Which one of the following HTML codes would you use to format text in an ordered list?
- a. `<P ALIGN="center">`
  - b. `<STRONG>..</STRONG>`
  - c. `<OL>..</OL>`
  - d. `<FONT COLOR="#A52A2A">..</FONT>`
13. Which one of the following HTML codes would you use to change character style to bold?
- a. `<P ALIGN="center">`
  - b. `<STRONG>..</STRONG>`
  - c. `<OL>..</OL>`
  - d. `<FONT COLOR="#A52A2A">..</FONT>`
14. Which one of the following HTML codes would you use to change font color?
- a. `<P ALIGN="center">`
  - b. `<STRONG>..</STRONG>`
  - c. `<OL>..</OL>`
  - d. `<FONT COLOR="#A52A2A">..</FONT>`
15. Which one of the following HTML codes would you use to center-align a paragraph?
- a. `<P ALIGN="center">`
  - b. `<STRONG>..</STRONG>`
  - c. `<OL>..</OL>`
  - d. `<FONT COLOR="#A52A2A">..</FONT>`
16. Which of the following tag pairs should you avoid using, so that users aren't confused?
- a. `<U>..</U>`
  - b. `<B>..</B>`
  - c. `<EM>..</EM>`
  - d. `<STRONG>..</STRONG>`
17. Which of the following tag pairs adds a text format that can be interpreted by Web interfaces other than browsers?
- a. `<B>..</B>`
  - b. `<I>..</I>`
  - c. `<U>..</U>`
  - d. `<STRONG>..</STRONG>`
18. Which of the following tag pairs is the best choice for a list of information where order is important?
- a. `<FONT>..</FONT>`
  - b. `<OL>..</OL>`
  - c. `<UL>..</UL>`
  - d. `<STRONG>..</STRONG>`

## ► Skills Review

### 1. Create an ordered list.

- a. Start your text editor, open the file HTM B-2.htm, then save it as a text document with the filename cco-b.htm.
- b. Locate the line beginning with “<P>Let our eyewear” in the second half of the document, click in the blank line below, press [Enter], then insert the <OL> tag with an attribute to mark each list item with a capital letter.
- c. Replace the <P> tags at the beginning of the three list item lines with two spaces and the <LI> tag.
- d. Delete the two <BR> tags between the three list items.
- e. Move the insertion point to the blank line below the last list item, type “</OL>”, then press [Enter].
- f. Save your work.
- g. Start your Web browser, view the file cco-b.htm, and verify that the ordered list appears correctly.

### 2. Create an unordered list.

- a. In your text editor, locate the line beginning with “<H3>” near the top of the document, click in the blank line below, press [Enter], then insert the <UL> tag.
- b. Insert two spaces and the <LI> tag to the left of each <A> tag for the four list items below the text “Visionary Eyewear for 50 Years”.
- c. Delete the three <BR> tags between the list items.
- d. Move the insertion point to the end of the last list item, to the right of the fourth closing </A> tag, press [Enter], then type “</UL>”.
- e. Save your work.
- f. Reload the page in your browser to verify that the unordered list appears correctly.

### 3. Format characters.

- a. In your text editor, locate the line near the bottom of the page that begins “<P>Ask about”, position the insertion point to the right of the <P> tag, just to the left of the word Ask, then type “<EM>”.
- b. Move the insertion point to the end of the line, to the right of the word eyewear, then type “</EM>”.
- c. Save your work.
- d. Reload the page in your browser to verify that the last line of text appears in italics.



**4. Control font selection.**

- a. In your text editor, move the insertion point to the right of the `<BODY>` tag near the top of the document, then press [Enter].
- b. Type "`<FONT FACE=“arial, helvetica, sans serif”>`".
- c. In the empty line above the `</BODY>` tag near the end of the document, press [Enter], then type "`</FONT>`".
- d. Save your work.
- e. Reload the page in your browser to verify that all the text on the page appears in Arial.

**5. Customize fonts.**

- a. In your text editor, move the insertion point to the right of the `<H1>` tag near the top of the document, just to the left of the word Crystal.
- b. Insert a `<FONT>` tag that includes a `COLOR` attribute set to "`# 236B8E`".
- c. Move the insertion point to the left of the `</H1>` tag at the end of the line, just to the right of the word Opticals, then insert the `</FONT>` tag.
- d. In the last list item in the ordered list near the bottom of the document, place the insertion point to the left of the word Crystal, then add a `<FONT>` tag that includes a `COLOR` attribute set to "`# 236B8E`".
- e. Move the insertion point to the right of the word Opticals in the same line, then insert the `</FONT>` tag.
- f. Save your work.
- g. Reload the page in your browser to verify that the text color is changed in the two designated locations.

**6. Align text.**

- a. In your text editor, locate the line near the end of the document that begins with "`<P><EM>Ask about`", then move the insertion point immediately to the right of the letter P in the `<P>` tag.
- b. Press [Spacebar], then insert the `ALIGN` attribute with a value of "`center`".
- c. Save your work.
- d. Reload the page in your browser to verify that the last line of text is centered between the two edges of the window.
- e. Close your browser and text editor.

## ► Independent Challenges

**1.** You want to use the new HTML formatting features you have learned to enhance the Web page for Star Dot Star, your consulting business.

To complete this independent challenge:

- a. Start your text editor, open the file `HTM B-3.htm`, then save it as a text document with the filename `sds-b.htm`.
- b. Use the `<UL>..</UL>` and `<LI>` tags to format the list of links as an unordered list.
- c. Use the `<EM>..</EM>` tag pair to italicize the words "get the most" near the top of the document.
- d. Use the `<FONT>..</FONT>` tag pair to change the font of the document to Arial.
- e. Use the `<FONT>..</FONT>` tag pair to change the color of the heading, "Star Dot Star Consulting," at the top of the page, to color `#8E2323`.
- f. Use the `ALIGN` attribute to center the last line of text "Upgrades are our specialty!".
- g. Save your work.
- h. Preview the Web page in your browser.
- i. Print the Web page in your browser.

**2.** You have been developing a Web page for your employer, Metro Water, the local water department. You have added links to informational pages as you originally planned. Now you want to work with the development team to enhance the text format of the Web page.

To complete this independent challenge:

- a. Start your text editor, open the file HTM B-4.htm, then save it as a text document with the filename mw-b.htm.
- b. Format the list of links to related information as an unordered list.
- c. Italicize the word “difference” near the end of the document.
- d. Change the font of the entire document to Arial.
- e. Change the color of the two headings at the top of the page to color #008B8B.
- f. Center-align the two headings at the top of the page.
- g. Save your work.
- h. Preview the Web page in your browser.
- i. Print the Web page in your browser.

**3.** You have recently opened your own video store, Film Clips, and plan to design an in-store information system that uses HTML and a browser. With this system, customers can learn more about the movies in the store.

To complete this independent challenge:

- a. Sketch the opening Web page for this information system. Include the store name, a slogan, and a linked list of movie genres (comedy, drama, horror, foreign, etc.).
- b. Create a new text document and save it with the filename fc-b.htm.
- c. Enter structural tags and the text for your page, and format the links to target the file construction.htm.
- d. Format the list of movie genres as an unordered list.
- e. Change the font of the page to Arial.
- f. Change at least two other text formats on your page, such as bold text, italic text, font color, font size, or text alignment.
- g. Save your work.
- h. Preview the Web page in your browser.
- i. Print the Web page in your browser.



**4.** Adding color to a Web page is both easy to do and useful as a design tool. However, when you don't have an HTML reference book handy, figuring out the correct hexadecimal code for a color you want to use can be intimidating. Fortunately, many free and useful HTML resources are available on the Web. To complete this independent challenge:

- a. Create a simple Web page named colors-b.htm containing one or two paragraphs of sample text.
- b. Choose three font colors to apply to words or phrases.
- c. Connect to the Internet and use your browser to go to one of the following online HTML references:  
*www.w3.org*  
*hotwired.lycos.com/webmonkey*  
*www.webreference.com*

If you have trouble locating these pages, go to [www.course.com](http://www.course.com), navigate to the page for this book, click the link for the Student Online Companion, click the link for this unit, and use the links listed there as a starting point for your search.

- d. Look up the hexadecimal equivalents for the three colors you chose, then apply each color to a word or phrase in your sample Web page.
- e. Save your work.
- f. Preview the Web page in your browser.
- g. Print the document in your browser.
- h. Disconnect from the Internet.
- i. Exit your text editor and browser.

## ► Visual Workshop

At your job at Touchstone Booksellers, a small bookstore, you are working to convince the owner that she could reach a wider audience by doing business on the Web. She was intrigued by the sample Web page you showed her, so you decide to format the text to give the page a more sophisticated design. Open the file HTM B-5.htm, save it as a text document called tsb-b.htm, then edit the file to match the Web page shown in Figure B-17.

FIGURE B-17

# Touchstone Booksellers

Specializing in *nonfiction* of all types

- [Search our stock](#)
- [Place an order](#)
- [Out-of-print searches](#)
- [Events calendar](#)

Ask about our **preferred reader** program for **10% off!**

a locally-owned, independent bookstore since 1948